



Information Partners Can Use on:

Long-Term Care Awareness Campaign “Own Your Future”

September 2006

The U.S. Department of Health & Human Services (HHS), the sponsoring agency for the Centers for Medicare & Medicaid Services (CMS), the Office of the Assistant Secretary for Planning and Evaluation (ASPE), and the Administration on Aging (AoA) have partnered with six states in an “Own Your Future” campaign to build awareness about the importance of planning ahead for long-term care.

Background

Over the past two years, nine states were selected to participate in pilot long-term care awareness campaigns: Arkansas, Idaho, Nevada, New Jersey, and Virginia in the first year, and Kansas, Maryland, Rhode Island, and Washington in the second. The long-term care awareness campaign will now extend in this third year to Georgia, Massachusetts, Michigan, Nebraska, South Dakota, and Texas.

Making decisions about long-term care options is important. Because advance planning can make these decisions easier, the “Own Your Future” campaign includes tools that can help people plan ahead for their future health care needs. These include:

- **Long-Term Care Planning Kit**—This kit includes information on financial planning, including long-term care insurance, legal issues, and home modifications, as well as advice about communicating concerns and preferences to loved ones, and identifying community services in the area.
- **1-866-PLAN-LTC**—People can call this number to get a copy of the planning kit.
- **www.aoa.gov/ownyourfuture**—This website contains a wealth of information about the “Own Your Future” Long-Term Care Awareness Campaign. A planning kit can also be ordered or downloaded from the site.

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Campaign Activities

The “Own Your Future” campaign is a joint Federal-state initiative designed to strengthen awareness of long-term care planning. The goal is to clarify what Medicare does and does not cover when it comes to long-term care and to educate people about the various long-term care service and financing options available to them. Campaign activities include the following:

- September 25, 2006: HHS Secretary Mike Leavitt kicked off the “Own Your Future” Long-Term Care Awareness Campaign.
- Governors of participating states will announce the long-term care awareness campaign during a press event in their state.
- Governors will mail letters to state households containing residents who are between the ages of 45–65. The letters will encourage people to order a free Long-Term Care Planning Kit so they can start planning for their long-term care needs.
- States will develop and disseminate complementary state-specific information that provides local long-term care information, resources, and contact information (such as the State Health Insurance Assistance Program).

For more information about the Long-Term Care Awareness Campaign, contact Hunter McKay, U.S. Department of Health & Human Services/ASPE at 202-690-6443, hunter.mckay@hhs.gov or visit www.aoa.gov/ownyourfuture on the web.